

Working as a good citizen

Whilst Trading Fund status has given us greater financial freedoms and a business outlook, as part of government we remain highly committed to our public-service role. This ranges from our active education programme and keynote presentations at public events to sponsorships and the wider promotion of GI.

We are committed to promoting and supporting the leisure and tourism industries in Great Britain through our sponsorship of events such as The Ordnance Survey Outdoors Show and Wales Rally GB.

With GI already established as a powerful tool within both the private and public sectors, stimulating an interest and understanding of geographic principles can help today's young geographers become the GI experts of the future.

Our commitment to promoting the importance and use of mapping is demonstrated not only by our popular Free maps for 11-year-olds initiative but also our corporate sponsorship deals with organisations such as the Royal Geographical Society (with the Institute of British Geographers), the Scout Association Navigator Badge and the Time Team television programme.

We have also continued to develop our free online educational resources this year, including MapZone® – our interactive web site for children.

The dynamic environment in which we operate reflects the pace of technological advances in modern society and offers our staff excellent career opportunities in a diverse number of roles. We strive to provide a supportive working environment that recognises the demands of both work and home through family-friendly policies such as flexible working hours and an on-site nursery.

As an organisation whose mapping helps thousands of people to discover Great Britain's beautiful countryside, we embrace environmentally sound policies wherever possible. These include promoting energy awareness, negotiating special deals to encourage staff to use public transport and reducing our landfill waste by introducing recycling schemes. Changes in our technological needs also enabled us to donate surplus equipment to the radiology department of Southampton General Hospital, charities and schools.



The launch of our innovative Welsh language web site allows Welsh speakers to download mapping extracts for free as well as to view and buy maps online.

It also includes online resources for journalists and educational tools for children and teachers, and is one of a range of products and services for Welsh speakers. With the latest Census results showing a 2% rise in the number of Welsh speakers and more than 20% of people in Wales speaking Welsh, the site – www.ordnancesurvey.co.uk/cymraeg – is part of our ongoing support for the Welsh language.

Minister for Culture, Welsh Language and Sport for Wales, Alun Pugh AM, launched the new Welsh language web site at the Royal Welsh Show.



As part of the NIMSA contract with government, we provide a round-the-clock emergency mapping service. This offers specialised paper maps, digital data and surveying expertise to the emergency services and other government organisations.

During the past year there have been several call outs under the service, including an urgent police request for tailor-made, site-centred mapping to help in the search for a missing person.



Ordnance Survey has a diverse work force contributing a range of expertise to a rapidly evolving industry.

We recognise that the innovation, dedication and hard work of our staff is crucial in meeting the needs of our customers. Personal and professional development is encouraged to enable staff to maximise their contribution to the business and gain the skills we need to flourish in an ever-changing market. For example, our Future Leaders programme is a new training initiative designed to nurture and develop staff with senior management potential. The programme aims to equip them with the necessary skills to become leaders of the future.



As part of our commitment to supporting tourism and leisure activities in Great Britain, Vanessa Lawrence launched a new display showcasing our history and work at the Rheged Centre in Cumbria (pictured right).

Over the next three years, thousands of visitors will be able to learn more about our past, present and future through a range of exhibits such as aerial photography, a theodolite and a satellite-based GPS surveying system. Interactive resources are available on a screen linked live to the Ordnance Survey web site. The display, which also includes a series of information panels, is part of the Helly Hansen National Mountaineering Exhibition.



Significant improvements were made to our Election Maps web site in preparation for the May 2003 Scottish Parliament, Welsh Assembly and local authority elections in England.

For the first time, the upgraded site showed the Scottish and Welsh electoral regions, as well as newly-revised electoral ward boundaries in England and Wales. It includes street-by-street mapping of the whole country, with the ability to electronically select and overlay boundaries ranging from local council wards to region-wide constituencies of the European Parliament. Councillors, MPs and political activists use the facility to help plan campaigns and organise door-to-door canvassing. The site received nearly 300 000 hits in March and April 2003 in the run-up to the elections.



Nine out of ten 11-year-olds in Great Britain are receiving an Explorer map as part of our Free maps for 11-year-olds initiative. Now in its second year, a total of 1.5 million children have benefited from the project to help youngsters experience both the fun and value of geography. The scheme gives schoolchildren a free, detailed Explorer map of their local area.

'This is the most amazing initiative I have encountered during my career – real resources of real value.'

Teacher, Warley High School.

'The Ordnance Survey maps were a good idea because they helped us learn stuff in a more fun way...We learnt all about grid references, with homework set on it.'

A pupil at The Arnewood School, New Milton.

